Amendments to the Claims:

This listing of claims will replace all prior versions and listings of claims in the instant application:

Listing of Claims:

1.   (Previously Presented)   A method for managing customer relationship management (CRM) resources comprising the steps of:

communicatively linking a service router to a plurality of service resources;

for each of said service resources, establishing at least one routing criterion;

receiving a plurality of service requests via a plurality of communication channels;

analyzing said service requests for request characteristics;

comparing said request characteristics to routing criteria;

automatically routing each of said service requests to a selected service resource based at least in part upon said comparing step;

obtaining a feedback from a feedback warehouse containing information automatically captured about previous interactions from a plurality of sources including at least one of scanned documents, surveys, data mining results, external automated feedback, and internal automated feedback mechanisms;

updating at least one of a skills base and a profile of the service resources based on the feedback; and

dynamically determining an appropriate routing based upon the updated skills base and/or profile of the service resources and the existing routing criteria.

2.   (Original) The method of claim 1, wherein said communication channel of said receiving step is selected from the group consisting of a telephony channel, a

2

teleconference channel, a co-browsing channel, an Internet chat channel, an instant messenger channel, an email channel, a postal mail channel, and a fax channel.

3.   (Original)   The method of claim 1, wherein said routing criteria of said establishing step is selected from the group consisting of resource availability, resource skills, resource language, resource location, resource cost, resource service efficiency, resource sales efficiency, resource customer satisfaction, and resource management satisfaction.

4.   (Original) The method of claim 1, further comprising the step of:

for each of said service resources, identifying at least one communication channel over which said service resource can respond to said service requests, wherein values for said at least one routing criterion depend upon said identified communication channel.

5.   (Original) The method of claim 1, further comprising the step of:

receiving said feedback from a plurality of sources at least a portion of which reflect past performance in handling past service requests.

6.   (Original) The method of claim 5, further comprising the steps of:

automatically extracting said feedback from a feedback instrumentality; and,

assigning a feedback rating to said feedback.

7.   (Original) The method of claim 1, further comprising the steps of:

data mining customer sales information to rate the success of a particular service request response; and,

3

responsive to said data mining step, altering at least a portion of said routing criteria for said service resource associated with said service request response.

8.   (Original) The method of claim 1, further comprising the steps of:

monitoring at least a portion of said service requests to obtain performance information;

determining efficiency metrics from said monitoring; and,

dynamically altering values for said routing criteria based upon said efficiency metrics.

9.   (Original) The method of claim 1, further comprising the step of:

administratively modifying values for said routing criteria via a routing management interface.

10.   (Previously Presented) A method for routing customer service requests within a customer relationship management (CRM) system comprising the steps of:

receiving a service request from a customer via a communication channel;

searching a routing data store for available service resources, wherein at least a portion of said service resources represent customer service representatives;

for each available service resource, computing a resource preference rating based at least in part upon previous service resource interactions via said communication channel;

selecting a service resource for said customer service request based upon said resource preference rating;

establishing communications via said communication channel between said customer and said selected service resource;

4

automatically updating at least one of a skills base or a profile of the service resources based upon information from a feedback warehouse containing information automatically captured about previous interactions from a plurality of sources including at least one of scanned documents, surveys, data mining results, external automated feedback and internal automated feedback mechanisms; and

dynamically determining an appropriate routing based upon the updated skills base and/or profile of the service resources and the existing resource preference rating.

11.   (Original)   The method of claim 10, wherein said computing step further comprises the steps of:

for each service resource, receiving a plurality of criteria values for routing criteria;

identifying routing weights for each of said routing criteria;

for each of said routing criteria, multiplying said routing weight and said criteria value; and,

summing results from said multiplying to compute said resource preference rating.

12.   (Original) The method of claim 10, further comprising the steps of:

receiving feedback about said service request; and,

automatically altering at least one of said criteria values of an associated service resource in response to said feedback.

13-30. (Cancelled)

5